The Analysis of Verbal Behavior

CONTENTS

Primary Education Center. Some Contingencies of Spelling	1
Alessi, Galen, Western Michigan University. Generative Strategies and Teaching for Generalization	15
Glenn, Sigrid S., North Texas State University. Rules as Environmental Events	29
Zettle, Robert D., and Young, Mark J., Wichita State University. Rule-Following and Human Operant Responding: Conceptual and Methodological Considerations	33
Hall, Genae, West Virginia University, and Sundberg, Mark L., Sundberg & Associates, Concord, CA. Teaching Mands by Manipulating Conditioned Establishing Operations	41
Carroll, Robin J., and Hesse, Bruce E., California State University, Stanislaus. The Effects of Alternating Mand and Tact Training on the Acquisition of Tacts	55
Daly, Patricia M., <i>Miami University</i> . A Description of the Verbal Behavior of Students During Two Reading Instruction Methods	67
Woods, Thomas, S., <i>The University of British Columbia</i> . On Diversity in the Terminology Concerning Inhibitory Stimulus Control: Implications for Practitioners of Applied Behavior Analysis	77

ANNOUNCEMENTS

VBSIG Sustaining and Supporting Members 14
Guest Associate Editor and Guest Reviewers 28
Northern California ABA 1988 Call For Papers40
VBSIG Membership and order form81